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SMALL BUSINESS DEVELOPMENT IN JAPAN

Развитие малого бизнеса в Японии

In modern times, the development of small business is one of the main factors of economic development and creation of new jobs. Small business is becoming increasingly popular due to its flexibility and quick adaptation to changes in the economy. The role of small business in diversifying the economy and increasing its competitiveness should not be underestimated. But what is a small business? Small business is entrepreneurship, the activities of which are carried out by independent small enterprises, limited by a set of certain laws and rules. It is worth saying that the definition of "small business" is mainly spread in the CIS countries. In, for example, Europe, or Japan, which interests us, it is usually called "small enterprises".

Small business occupies a huge place in the economy of Japan, we can say, it is based on it. After the Second World War, the country's economy was destroyed, and the colonies and captured territories were no longer in the power of the Japanese. People had to move directly to the territory of Japan itself. Then the state just so actively began to support small business in the face of running their own farms. Even a law was introduced limiting the number of territories to avoid the formation of large monopolists and the transfer of proceeds for the restoration of cities and state enterprises. Thus, two birds were killed at once: the state received the necessary capital to rebuild the country, while fighting unemployment, which was a widespread problem in the postwar period, not only in Japan, but around the world.

Currently, small businesses in Japan account for 99% of all businesses. They number 6.5 million and employ 54 million people (80% of the labor force). Their share in the country's GDP is 55% (\$3 trillion), in capital investments – 40%. Speaking about the structure of small business: 1.7 mln people – legal entities, 4.1 million people – individual private enterprises, 2.7 million people – family business. The logic of the Japanese in such a large number of small businesses is based on the fact that large capitals usually have a few large enterprises that do not use a large amount of labor. Also, when large capitals fall, small business is a so-called "safety cushion" for the state, because small business is more flexible. It also solves the problem with unemployment, because it concentrates most of the labor force.

The popularity of small business in Japan is also due to the ability to easily open it (registration of a legal entity – 1\$). Also the state has obliged banks to issue loans

to all aspiring entrepreneurs, because it is there that capital is usually taken to open a business. Also a distinctive feature of Japanese small business is the work exclusively through intermediaries.

In conclusion, I want to say that small business is still continuing its development in Japan, every year the number of small businesses there is increasing. Small businesses are also active in electronics, computer science and cybernetics. Also, small business has a much smaller impact on the environment, which is a huge plus in today's environmental situation.

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PHARMACEUTICAL INDUSTRY IN INDIA: PRESENT POSITIONS AND ECONOMIC OUTLOOK

Фармацевтическая промышленность Индии: нынешнее положение и экономические перспективы

The aim of this project is to analyze Indian pharmaceutical industry and its features in order to create comprehensive image of the industry's current state.

Pharmaceutical industry plays an important role in the life of a society as it develops, investigates and manufactures drugs to treat and prevent diseases or alleviate their symptoms. It is characterized by stringent governmental control and necessity of compliance with the principles of biopharmaceutical ethics. As of 2022, the total value of the global pharmaceutical market comprised 1.487 trillion U.S. dollars. India is the 3rd largest manufacturer of drugs by volume; however, the Indian pharmaceutical industry makes up rather a small part of the global market resulting in the unpretentious 66 billion dollars in 2022.

The pharmaceutical industry of India is also defined by the following features: Firstly, nowadays the industry is export-oriented mainly because of the low buying power of domestic market consumers. Extensive governmental support has contributed to the fact significantly, creating preferential terms for the industry and the investment-attractive environment. The core export destinations are the USA, the EU and some of the African countries. Secondly, the number of the industry's enterprises is estimated at 3000, 74 of which are USFDA (United States Food and Drug Administration) approved, making India rank 2nd after the US themselves by this indicator. Thirdly, the industry is focused on the production of vaccines and